

FRENCH INDO-CHINA

ever; **the** internal factor means improving its quality;
and the external,

in the world market.

As to quality, Indo-China produces innumerable varieties, and the reputation which the colony's tea as a whole has acquired is due to the predominance of certain inferior brands. Others, on the contrary, favourably with the best Ceylonese. Like all Indo-Chinese products, it needs to be classified and standardized, with a strict of fraud, especially in native teas. Favourable conditions, as to climate and labour, mean a low cost price for a good quality tea, and this is particularly important in view of the fact that the world is with tea of mediocre quality.

The fluctuations in the world tea market make for prudence in Indo-Chinese tea culture. World tea consumption, however, is France and her colonies, as well as local consumption, a protected market. But a surplus production is growing even faster, has naturally resulted in lowering the price. Indo-CMaa*\$ tea output has small importance beside that of the big tea —India with 40 per cent and Ceylon 27 per cent. China is a consumer, but as always statistics for that country ,arc In 1933 England and Holland came to an agree failure. Restriction was to be based on 15 per cent of 1929-31 output.

If tea had readied their peak of develop they have suffered far more from the depression. the of the colony's tea is highly uncertain. Its greatest lies la an in quality, notably in that of green tea, it to conquer the local and North African markets. a adaptation of the output to a specialized is, to Moslem tastes. England controls 70 per of When, in 1935* Indo-

for Chinese tea
on in London and
Amsterdam, It was a
the cok>ny*s tea might hope for a wider Euro-
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be » **much** of its< sugar, this would seem to
sporadically to **in the** colony. It *m* at present
att over lite but in the Red River
delta,
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it* «a is very lo&it&cL From
1905
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